

Provisional Product List for NAICS 516110: Internet Publishing and Broadcasting*

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			English Title	English Definition	Product Exists in:			NAICS Industries Producing the Product			CPC Code
			Can	Méx	US			Can	Méx	US	Can	Méx	US	
516	1					Publishing and Broadcasting of Content on the Internet	Publishing and broadcasting audio, video, text and graphics on the Internet. This includes subscriptions, pay-per-view, membership fees, fees for downloads, and other forms of licensed access. <u>Excludes:</u> Licensing for reproduction, which is found at 3; retail sale of software over the Internet which is found in product 4; licensing the use of software (software publishing) over the Internet which is found in product 5; digital downloads of works belonging to others (retail sales), which is found in product 4, sale of merchandise.	X	X	X	511110 511120 511130 511140 511190 516110	516110 511111 511112 511121 511122 511131 511132 511141 511142 511191 511192	511110 511120 511130 511140 511190 516110	32220 32230 32240 84300
516	1.1	X				Newspapers - Online	Publications issued on the Internet, daily or more frequently, consisting mainly of current news of all types. It includes subscription and single copy sales, as well as portions of newspapers such as headlines e-mailed daily or more frequently. <u>Excludes:</u> Digital archives which are found at 1.4.4; periodic	X	X	X	511110 511120 511130 516110	511111 511112 516110	511110 511120 511130 516110	32300 32400 84300
516	1.2	X				Periodicals- Online	Publications issued on the Internet where the main content is updated at fixed intervals, less often than daily and more often than annually, usually on a weekly or monthly basis. It includes both single copy and subscription sales, as well as periodic newsletters. <u>Excludes:</u> Digital archives which are found at 1.4.4.	X	X	X	511110 511120 511130 511140 511190 516110	511111 511112 511121 511122 511131 511132 511141 511142	511110 511120 511130 511140 511190 516110	32300 32400 84300
516	1.3	X				Books - Online	Single, non-periodic publications which can be accessed or downloaded over the Internet, and may contain text links to other sources or publications. Classes are Text Books, Children's Books, Professional, Technical and Scholarly Books; Reference Books; and Adult Trade Books. Payment may be by way of fees for downloads, subscriptions and from retail distributors of e-books. <u>Includes:</u> an atlas; an anthology; chapters sold separately, a collective work published as a monograph or in volumes; a monograph published as part of a series; related supplemental materials. <u>Excludes:</u> Pamphlets, brochures and advertising materials; newspapers; magazines and other periodicals; maps, charts, plans or sheet music, where published separately; directories and other compilations; repair manuals that accompany products or are supplied as accessories to services. Excludes the sale or distribution of book of other publishers which is classified in product 4, Sale of Merchandise.	X	X	X	511130 516110	511131 511132 516110	511130 516110	32220 32230 32240 84300

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			Can	Méx	US			Can	Méx	US	Can	Méx	US	
516	1.4					Mailing Lists, Directories, and Digital Archives - Online	Online collections of factual or creative content arranged so as to facilitate searching and rapid retrieval. It includes mailing lists, directories and other factual materials which are generally protected only in the selection and arrangement of the information; and digital archives and other collections of proprietary or third party content where the selection and arrangement is protected, and there is generally copyright in the content. Payment is by methods such as pay per search, fixed fees, and subscriptions.	X	X	X	511140 516110	516110 511141 511142	511140 516110	84300
516	1.4.1	X				Mailing Lists - Online	Provision online of lists of names, addresses, and other contact information created to market or promote to a specific group such as those sharing a common interest, purchase history, membership affiliation or contribution history. These lists are usually rented or sold for one time or limited use.	X	X	X	511140 516110	516110 511141 511142	511140 516110	84300
516	1.4.2	X				Directories - Online	Publications made available online of collections of systematically organized contact information. Descriptive information on persons, organizations, publications or other entities is often included.	X	X	X	511140 511610	516110 511141 511142	511140 516110	84300
516	1.4.3	X				Collections of Facts (other than directories and mailing lists) - Online	Collections of facts (other than directories and mailing lists) made available online where the selection and arrangement of the content is creative and usually protected but the content itself is not protected. It includes collections of public domain materials such as legal cases, annual reports of publicly traded companies, and public documents. Compilations that allow the user to search for both digital archives and public domain information are included in product 1.4.5.	X	X	X	511140 516110	516110 511141 511142	511140 516110	84300
516	1.4.4	X				Digital Archives	Collections of creative content, which is usually protected, although not necessarily by the provider of the service. It includes collections of past newspaper and periodical articles, audio and video clips and compilations of other copyrighted materials. Compilations that allow the user to search for both digital archives and public domain information are included in product 1.4.5.	X	X	X	511110 511120 511130 511140 516110	516110 511111 511112 511121 511122 511131 511132 511141 511142	511110 511120 511130 511140 516110	84300
516	1.4.5	X				Creative and Factual Compilations	Compilations available online that allow the user to search information that is both in the public domain (legal cases, directories, etc.) and creative such as past newspaper articles, periodical articles, video clips, etc.	X		X	511140 516110		511140 516110	84300

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			Can	Méx	US			Can	Méx	US	Can	Méx	US	
516	1.5					Other Online Content	Other online content including online games; adult content; and other content such as greeting cards, jokes, graphics, maps, education content, chat rooms, message boards, streaming news, music and video, and online gambling. Payment may be by various methods such as pay-per play, pay-per view, subscriptions, and access fees.	X	X	X	511110 511120 511130 511140 512110 516110	516110	511110 511120 511130 511140 512110 516110	84300
516	1.5.1	X				Games - online	Publishing of games that are intended to be played on the Internet. Examples are card games, action games, children's games, role-playing, and strategy games. It excludes watching a game on the Internet. Payment may be by methods such as subscription and pay-per-play.	X	X	X	516110	516110	511210 516110	84300 (?)
516	1.5.2	X				Adult Content - online	Mature theme, sexually explicit content published or broadcast over the Internet. It includes graphics, pre-recorded video, live feeds, interactive performances, and virtual activities. Payment may be by methods such as subscription, membership fee, and pay-per-view. <u>Excludes:</u> Adult content Newspapers (1.1) Adult content Periodicals (1.2):Adult Content Books (1.3), Adult Content Mailing Lists, Directories and Digital Archives (1.4), and Adult content Games (1.5.1)	X	X	X	516110	516110	516110	84300
516	1.5.3	X				Other Online Content, n.e.c.	Other online content not included above such as greeting cards, jokes, cartoons, graphics, maps, education content, streaming news, music, and video, and online gambling.	X	X	X	516110	511191 511192 516110	516110	84300
516	2	X				Sale of online advertising space	Sale of space for electronic advertising messages distributed over the Internet. It may include the creation and design of the advertisement if bundled together.	X	X	X	511110 511120 511130 511140 516110	511111 511112 511121 511122 511131 511132 511141 511142	511110 516110	83620 83633
516	3	X				Content Syndication/Licensing of Rights	Licensing the right to reproduce all or part of a work of intellectual property for an agreed period of time. This includes the right to reproduce or adapt to another format, medium, language or territory. Examples are content syndication (including provision of content to mobile Internet operators), print rights,	X	X	X	511110 511120 511130 511140 516110	511111 511112 511121 511122 511131 511132 511141 511142	511110 511120 511130 511140 516110	51230
516	4	X				Sale of merchandise	The sale of merchandise. Includes both sale of physical goods and downloadable files such as e-books, software, or music. Digital downloads sold by a publisher or producer are classified in product 1, Online content	X	X	X	454110 516110	469210 516110	454110 516110	62
516	5	X				Other Services	Other services such as publishing services for others, text messaging services, etc.	X	?	X	511110 511120 511130 511140	516110	?	?

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